

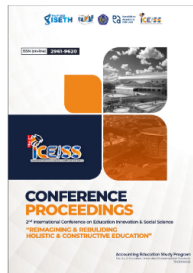
About the Proceeding

Proceeding Title: **Proceedings International Conference on Education Innovation and Social Science**
Organizer: Department of Accounting Education, Universitas Muhammadiyah Surakarta
ISSN (Online): [2961-9602](https://doi.org/10.24127/iceiss.v2i1.12345)

[International Conference on Education Innovation and Social Science \(ICEISS\)](#) is organized by the Accounting Education Study Program, Faculty of Education, Universitas Muhammadiyah Surakarta, Indonesia. The aim of the conference is to provide a platform for the researchers, education practitioners, governments, NGOs, and research institutes in sharing cutting edge progress in education innovation and social science.

Current Issue

2023: Proceedings International Conference on Education Innovation and Social Science



Published: 2023-10-13

The Role of Content Marketing on TikTok in Increasing Sales

Nadia Gisha, Maya Malinda

324-330



Press History Framework for A Press History Course

F Febbrizal, A Abdurakhman

331-337



Education Management Paradigm, Philosophy, and Policy

Dwi Yulia Ulfiani, Muh. Nur Rochim Maksum, Mohammad Zakki Azani

338-345



The Influence of Use of Internet Media and Textbooks on Student Learning Outcomes in Accounting Class of Vocational High Schools

S Suranto, Defi Rahmawati

346-359



The Effectiveness of Problem based Learning Methods to Improve Higher Level Thinking Skills of SMP Negeri 8 Surakarta

Sela Maulina, N Nuryadi, Nanang Sahid Wahyudi

360-365




Build Digital Business Planning Online Market Apps Application based Traditional Markets Online

Aldi Putra Pangestu, Maya Malinda

366-372



Edisi mulai berlaku	: Volume 1 2022
Frekwensi terbitan	: 1 Tahunan
URL	: http://proceedings.ums.ac.id/index.php/iceiss
Nomor ISSN	: 2961-9602 (Online - Elektronik)
Nomor SK ISSN	: 0005.29619602/K.4/SK.ISSN/2022.09
Tanggal Terbit SK ISSN	: Senin, 12 September 2022
ISSN Terkait	:
Kategori Keilmuan	: Pendidikan (370)
Barcode	: 
Status Jurnal	: Open Access (Akses Terbuka)
Virtua	: Sudah Terdaftar

<https://issn.brin.go.id/terbit/detail/20220820441418411>

THE ROLE OF CONTENT MARKETING ON TIKTOK IN INCREASING SALES

Nadia Gisha¹, Maya Malinda²

^{1,2}Faculty of Business Management, Universitas Kristen Maranatha Bandung, Indonesia
2253005@bus.maranatha.edu

Keyword

TikTok, content marketing, paid advertising

Abstract

This research explores the impact of content marketing strategies on TikTok in increasing sales of the local brand "shayn". Two content marketing techniques, creative content without using advertising and using advertising, and their effectiveness are analyzed. These findings were obtained through a quantitative research approach and descriptive statistical analysis, the results show that leveraging creative content without advertising on TikTok can effectively increase brand awareness and generate sales, even with limited resources. This study emphasizes the importance of creating relevant and interesting content tailored to specific market segments. Active brand engagement on TikTok has also proven important in increasing brand visibility and attracting potential customers. This insight has valuable implications for brands looking to leverage TikTok as a platform for content marketing and sales growth..

INTRODUCTION

TikTok, the popular mobile application first introduced in September 2016, has revolutionized the way people engage with video content. With a strong user base consisting mainly of Millennials and Gen Z, TikTok has become a significant platform for entertainment and video sharing. Users can create and share videos, fostering a vibrant community centered around user-generated content (Ni Luh Warini et al. 2020). Its growing popularity among millennials can be attributed to its ability to fulfill their social interaction needs and provide a platform for self-expression (Abraham Mikhael 2019). This aligns with the current trend of utilizing social media platforms as avenues for personal expression and connecting with peers. TikTok's popularity as a social media platform has skyrocketed, surpassing downloads of other popular applications like Instagram, YouTube, WhatsApp, and Facebook Messenger (Wijaya and Mashud 2020). This extraordinary success highlights the platform's appeal, which has managed to attract global attention in a relatively short time. Consequently, businesses have recognized the potential of TikTok as a powerful content marketing platform.

Content marketing has become an essential strategy for companies to promote their products and increase sales. TikTok offers a variety of digital marketing features, such as content marketing strategies and paid advertising, which allow companies to reach a wider audience and boost product sales. Brands must understand the importance of creating creative and attractive content that captures the attention of users and generates interest in their products on this platform (Teresa Guarda et al. 2021). To optimize the use of TikTok as part of their marketing strategy, businesses can rely on unique and creative content and take advantage of the features available on the platform. For example, creating videos relevant to trending topics or participating in hashtag challenges can increase visibility and engagement. Marketers can also use analytics tools to track engagement and measure campaign effectiveness (Dave Evans and Jake McKee 2010).

The influence of TikTok on consumer purchase intentions has been extensively studied, and the findings indicate that TikTok can be an effective platform for digital advertising and marketing campaigns (Meliawati, Gerald, and Akhmad Edhy Aruman 2023). However, successful marketing on TikTok requires precision and creativity in content creation to shape customer value and engagement (Yana Respati Dewi 2021). Businesses must develop engaging, high-quality content that resonates with their target audience to drive customer interest and ultimately increase sales. By leveraging the unique features of the TikTok platform, businesses can engage with a younger audience and reach new customers (Melissa Barker et al. 2012). TikTok's algorithm and user interface offer opportunities for marketers to create engaging content that resonates with their target audience. Strategies such as hashtag challenges, branding effects, and in-feed video ads can be utilized to build brand awareness, generate leads, and drive sales (Chaffey and Ellis-Chadwick 2015). Measuring campaign effectiveness on TikTok can be challenging but crucial. Marketers should use relevant metrics such as views, likes, and new followers as indicators of success (Melissa Barker et al. 2012). Additionally, product quality and aligning content with the platform's

TikTok has great potential for digital marketing, as described in the journal "Digital Marketing Strategy: An Integrated Approach to Online Marketing" (Simon Kingsnorth 2016). Through various advertising options such as in-feed ads, hashtag campaigns and video promotions, businesses can effectively showcase their products or services to active and engaged users on TikTok. Especially popular among the younger generation, TikTok is becoming a valuable platform for businesses to reach their target audience. In a study involving 50 respondents, it was discovered that TikTok advertising videos are creative and easy to understand, helping users find relevant advertisements. This is in line with previous research by (Yang, Zhao, and Ma 2019) which emphasized the uniqueness of TikTok ads that contribute to the rapid spread of videos. In addition, this research shows that many respondents (46 out of 50) use TikTok for entertainment, which further underscores its potential as a strategic platform for product promotion. Trust in TikTok ads is also evident, with respondents agreeing (50 out of 50) that they can find ads that suit their needs and wants, while 45 respondents trust ads on the platform. Furthermore, 46 respondents strongly believe that they can rely on product information and user comments on TikTok. Although many previous studies were conducted in China, TikTok's home country, these findings show that entertainment applications such as TikTok can be a strategic place to promote products (Yu Han 2020).

Using TikTok has several drawbacks that need to be considered. First, the majority of TikTok users are teenagers with an age range of 16 to 24 years, so this platform is not appropriate for reaching an adult audience that is the target market for certain businesses. Second, TikTok still doesn't provide features that make it easy to convert from brand awareness to sales, because there's no direct way to link product links to sales sites. The TikTok algorithm also requires adjustments to suit different business marketing needs. Finally, there are concerns that TikTok's popularity is only a temporary trend and may not have the long-term staying power of some other apps (Ayyub Hamdanu Budi Nurmana.M.S S.Sn. 2023). In addition, the use of TikTok also has problems in terms of performance analytics which are difficult to track because the analysis system is only available for 28 days, so it is important to make regular records over a longer period of time (Rizky Ayu 2022). In addition, the existence of clickbait methods and intrusive advertisements in the free version of TikTok can also affect the user experience and reduce trust. In addition, TikTok's privacy policy and terms of use are not always clear to users, and users are often exposed to third-party advertisements and promotional content that is irrelevant to the app. All of these drawbacks need to be considered carefully before deciding to use TikTok as a medium for business promotion (Anggi 2023).

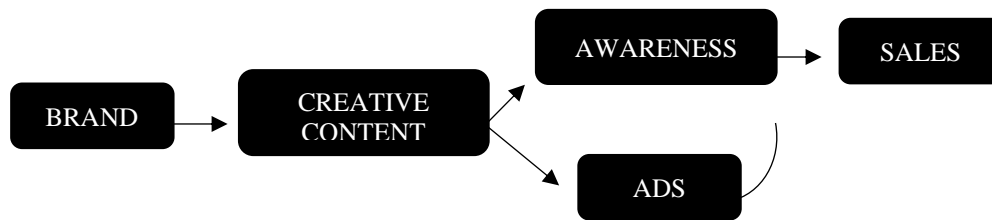


Figure 1 Content Marketing

In the table In the content marketing strategy on TikTok, a brand can follow several steps to increase awareness and achieve increased sales. First, brands can create creative content that is interesting and relevant to the brand's target audience. Creative and unique content will make the brand get the attention of more TikTok users by leveraging the use of hashtags according to the target audience and popular back sound to increase content exposure. Apart from that, brands can also use the ad features provided by TikTok. Through advertisements that are set according to the brand's target audience, brands can reach a more specific audience and increase the chances of achieving the desired sales goals. By combining creative content and advertising strategies, brands can get maximum results in their content marketing efforts on the TikTok platform. In this research, we will answer the question of whether content marketing techniques can help brands that are new to using the TikTok platform to increase sales. The proposed approach is to create marketing content that uses ads and without ads, by utilizing hashtags and back sound that are popular among the segmentation targeted by the brand. We will test whether this content marketing technique is effective in increasing sales of the ready-to-wear fashion brand "shayn", which has just started using the TikTok platform. In this effort, we will create interesting and relevant content, hoping to attract the interest and engagement of TikTok users, and drive sales growth for "shayn".

METHOD

This study uses a quantitative research approach to descriptive analysis according to (Sugiyono 2017) statistics are used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations. This is to get an in-depth understanding of the role of content marketing on TikTok in increasing sales. The research approach used in this research is a case study. We chose the "shayn" brand that has recently used TikTok as a content marketing platform, and its impact on sales. This research was conducted for a month, from 5 May 2023 to 8 June 2023 for creative content. while for advertising use from 15 June 2023 to 21 June 2023. This research was conducted online by monitoring content marketing activities on TikTok. The instrument uses observation to observe and record content posted on TikTok and user interactions that lead to sales. Data collection uses direct observation of posted content and user interaction on TikTok as seen from sales. The data obtained will be organized, analyzed and interpreted to gain an in-depth understanding of the role of content marketing on TikTok in increasing sales

RESULTS

This study aims to investigate how content marketing can affect sales through the TikTok platform, with a focus on the local brand "shayn". The data collected in this study uses two different content marketing techniques. First, content marketing is carried out using creative content in the form of inspiration styling videos, using yellow baskets without using advertisements and how about using advertising marketing. The data collected through this strategy will be analyzed qualitatively to answer research questions regarding the role of content

marketing on TikTok in increasing sales. Data analysis will involve grouping, classification, and data simplification techniques to provide answers that are relevant to the research topic.

Table 1. Results from the use of creative content

Date	Video views	Profile views	Likes	Comments	Shares
2023-05-07	0	0	0	0	0
2023-05-08	134776	1786	10945	66	135
2023-05-09	108943	1290	7903	28	113
2023-05-10	195861	2273	13822	59	219
2023-05-11	141648	1989	14335	103	246
2023-05-12	93519	1112	10323	48	168
2023-05-13	87247	1096	10008	35	130
2023-05-14	89311	957	7904	58	106
2023-05-15	65531	649	5941	17	80
2023-05-16	46247	518	4669	24	68
2023-05-17	40856	450	4034	22	67
2023-05-18	40694	447	3813	14	73
2023-05-19	30283	316	2766	19	40
2023-05-20	22424	222	2047	17	29
2023-05-21	26552	263	2836	10	47
2023-05-22	28964	300	3411	16	38
2023-05-23	21702	216	2495	13	29
2023-05-24	19774	172	2156	10	23
2023-05-25	16572	164	1580	2	17
2023-05-26	19190	401	1716	5	32
2023-05-27	19230	296	1833	11	38
2023-05-28	18727	236	1637	4	31
2023-05-29	21144	242	1749	16	23
2023-05-30	22074	230	1906	10	29
2023-05-31	108295	1417	15811	133	139
2023-06-01	31250	401	3169	22	53
2023-06-02	94591	1339	10196	63	163
2023-06-03	62352	758	6805	33	78
2023-06-04	56828	705	6020	29	86
2023-06-05	59673	702	6829	27	90
2023-06-06	39899	495	4803	33	80
2023-06-07	29879	354	3403	25	84
2023-06-08	26308	324	2977	14	69

Table 2. Source: seller-id.tiktok.com

The table shows the level of awareness achieved of “shayn” brand after utilizing the marketing strategy on TikTok. From the table above, it can be seen that before utilizing TikTok, there was no level of awareness of the “shayn” brand. However, after using TikTok as a marketing platform with a creative content strategy, relevant visuals, and the use of the right hashtags and back sound of “shayn” level of brand awareness has increased very significantly. “shayn” has managed to achieve a very high level of awareness for a brand that is new to the platform, TikTok helps them effectively introduce their brand to their intended audience.

Table 2. Sales from creative content

Time	Revenue (Rp)	Product Views	Product Reach	Unit Sales	Owned media revenue (Rp)
05-07-2023	0	0	0	0	0
05-08-2023	0	20	1	0	0
05-09-2023	0	24	0	0	0
05-10-2023	0	80	1	0	0
05-11-2023	0	18	0	0	0
05-12-2023	0	59	2	0	0
05-13-2023	0	3305	369	0	0

05-14-2023	0	1344	170	0	0
05-15-2023	0	423	26	0	0
05-16-2023	0	315	24	0	0
05-17-2023	0	216	6	0	0
05-18-2023	0	237	30	0	0
05-19-2023	310060	198	9	1	310060
05-20-2023	0	199	5	0	0
05-21-2023	0	219	7	0	0
05-22-2023	0	126	6	0	0
05-23-2023	0	182	15	0	0
05-24-2023	0	170	10	0	0
05-25-2023	0	657	123	0	0
05-26-2023	0	490	68	0	0
05-27-2023	0	349	49	0	0
05-28-2023	306620	1773	149	1	306620
05-29-2023	0	1605	88	0	0
05-30-2023	0	1743	101	0	0
05-31-2023	0	1425	91	0	0
06-01-2023	299119	2204	136	1	299119
06-02-2023	0	1644	90	0	0
06-03-2023	0	1832	103	0	0
06-04-2023	0	1590	96	0	0
06-05-2023	0	1117	75	0	0
06-06-2023	0	1257	68	0	0
06-07-2023	0	1232	79	0	0
06-08-2023	0	1145	78	0	0

This brand has just used the TikTok platform as a strategy in its content marketing. see the results of using content marketing without having to pay a fee starting on 05-07-2023. above are the results to prove the important role of creative content in content marketing, whether it can generate sales on a new account. The results found show that the use of creative content that uses yellow baskets can generate sales, even in minimal amounts. This is understandable because the brand is still in the stage of building awareness of its existence. It can also be seen that the number of product views obtained is very significant when the content is created according to market segmentation and can be related to the wishes of the buyer, thus giving the expected impression when using products from the "shayn" brand.

Table 1. Creative content with paid advertising

Time	Amount Spent/Day (Rp)	Video Views	Product Purchases	Product Link Clicks	Initiated Checkouts	Potential Value (Rp)	Unit Sales
6-15-2023	Rp 107,000	2745	0	53	0	Rp 0	0
6-16-2023	Rp 107,000	3056	0	79	2	Rp 573,860	0
6-17-2023	Rp 107,000	2504	0	74	0	Rp 0	0
6-18-2023	Rp 107,000	3684	0	64	2	Rp 489,860	0
6-19-2023	Rp 107,000	2938	0	55	3	Rp 776,790	0
6-20-2023	Rp 107,000	3629	0	86	0	Rp 0	0
6-21-2023	Rp 107,000	3984	0	24	0	Rp 0	0

Source: TikTok Apps (Promote Tools)

It can be concluded that the use of the "Promote" feature on the TikTok application (not the TikTok Dashboard) only provides potential value or potential buyers who have put the product in the basket. Ads spread to thousands of users and provide awareness where users view advertised products through uploaded creative content. However, of the 435 users who clicked on the product link, only 1.6% actually put the product in their cart, which is 7 users.

The test results show that content marketing using creative content without advertising is more effective than using paid advertising because creative content is proven to be able to increase sales without having to spend a budget. This discovery has important implications for brands in developing marketing strategies on TikTok by leveraging content marketing without using advertising to increase sales. However, this research has limited time and funds for advertising. In this study, the findings show the importance of creating content that is relevant to market segments and meets market segment expectations when using products offered in short duration content. We also found that brands need active engagement in every post so that TikTok users in this segment are aware of the brand's existence.

DISCUSSION

This study aims to investigate the impact of content marketing through the TikTok platform on increasing sales of the local brand "shayn". Two content marketing techniques were used in this study: content marketing with creative content and advertising marketing. The collected data were analyzed qualitatively to answer the research questions. The results show that using creative content without ads on TikTok is effective in increasing sales, even if it's in minimal amounts. Content that is relevant and in accordance with market segmentation affects the level of brand awareness. This marketing strategy has important implications for increasing sales and requires active involvement of brands in every post on TikTok. This demonstrates from journal "Creativity of Social Media Marketing as a Digital Marketing Communication Strategy in Indonesia" by (Xaviera Wardhani 2022) creative content can attract consumers and prospective customers, ultimately enhancing brand awareness and sales. Every brand must possess creativity in planning the concept of their content, implementing brand community-building programs, and delivering messages through content that engages the rational, emotional, and moral aspects. Each brand's creativity has its own uniqueness that can create a sustainable impression on consumers, thus the value of creativity can help improve a brand's competitiveness in executing communication strategies

CONCLUSION

In conclusion, this research explored the impact of content marketing strategies on TikTok in increasing sales for the local brand "shayn". The study found that leveraging creative content without using advertising on TikTok can effectively increase brand awareness and generate sales, even with limited resources. It emphasized the importance of creating relevant and interesting content tailored to specific market segments. Active brand engagement on TikTok was also identified as crucial in increasing brand visibility and attracting potential customers. The findings highlight the potential of TikTok as a platform for content marketing and sales growth, offering opportunities for businesses to reach a younger audience and drive customer interest. However, it is important to consider the limitations of TikTok, such as its predominantly teenage user base and challenges in tracking performance analytics. Overall, this research provides valuable insights for brands looking to utilize TikTok as a strategic platform for content marketing and sales expansion

ACKNOWLEDGEMENT

This research was supported by the Magister Management program at Maranatha Christian University in facilitating the financing and development of this journal. In addition, I would also like to thank the anonymous reviewers and editors whose constructive feedback and valuable suggestions have greatly improved the quality of this article.

REFERENCES

- Abraham Mikhael. 2019. "Use of TikTok for Gratifications and Self-Expression Among Urban Generation Z." https://library.binus.ac.id/Collections/ethesis_detail.aspx?ethesisid=BI-COMM-2019-0158.
- Anggi. 2023. "Ketahui Kelebihan Dan Kekurangan TikTok." Teknovidia. 2023.

- Ayyub Hamdanu Budi Nurmana.M.S S.Sn., M.Ds. 2023. "Kelebihan Dan Kekurangan TikTok Yang Wajib Anda Pelajari." Universitas Sains & Teknologi Komputer. February 2, 2023.
- Chaffey, D, and F Ellis-Chadwick. 2015. *Digital Marketing: Strategy, Implementation and Practice*. Pearson Education. <https://books.google.co.id/books?id=4u4BCwAAQBAJ>.
- Dave Evans, and Jake McKee. 2010. "Social Media Marketing: The Next Generation of Business Engagement."
- Meliawati, Tiara, Sweetey Celendine Gerald, and Akhmad Edhy Aruman. 2023. "The Effect of Social Media Marketing TikTok and Product Quality Towards Purchase Intention." *Journal of Consumer Sciences* 8 (1): 77–92. <https://doi.org/10.29244/jcs.8.1.77-92>.
- Melissa Barker, Donald I. Barker, Nicholas F. Bormann, and Krista E. Neher. 2012. "Social Media Marketing: A Strategic Approach."
- Ni Luh Warini, Ni Putu Elsa Sukma Dewi, Putu Chris Susanto, and Putu Chrisma Dewi. 2020. "Daya Tarik TikTok Sebagai Media Pembelajaran Bahasa Inggris Online." *Sintesa Prosiding*, November.
- Rizky Ayu. 2022. "Apa Kekurangan TikTok Sebagai Digital Marketing?" March 16, 2022.
- Simon Kingsnorth. 2016. "Digital Marketing Strategy: An Integrated Approach to Online Marketing."
- Sugiyono. 2017. "Metode Penelitian: Kuantitatif, Kualitatif, Dan R&D." <https://elibrary.bsi.ac.id/readbook/206060/metode-penelitian-kuantitatif-kualitatif-dan-r-d.html>.
- Teresa Guarda, Maria Fernanda Augusto, José Avelino Victor, Luis Miguela Mazón, Isabela Lopes, and Pedro Oliveira. 2021. "The Impact of TikTok on Digital Marketing." In *Marketing and Smart Technologies*, edited by José Luís and Peter Marc K. and Cayolla Ricardo and Loureiro Sandra and Bogdanović Zorica Rocha Álvaro and Reis, 35–44. Singapore: Springer Singapore.
- Wijaya, Mukhammad Handy dwi, and Musta'in Mashud. 2020. "Konsumsi Media Sosial Bagi Kalangan Pelajar: Studi Pada Hyperrealitas Tik Tok." *Al-Mada: Jurnal Agama, Sosial, Dan Budaya* 3 (2): 170–91. <https://doi.org/10.31538/almada.v3i2.734>.
- Xaviera Wardhani, Suci. 2022. "Creativity of Social Media Marketing as a Digital Marketing Communication Strategy in Indonesia." *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)* 5 (3): 28017–18. <https://doi.org/10.33258/birci.v5i3.6878>.
- Yana Respati Dewi. 2021. "Creating Customer Engagement and Customer Value within 15 Second : How Tiktok Works for Content Marketing." *Andalas Management Review* 5 (1): 33–45.
- Yang, Shuai, Yuzhen Zhao, and Yifang Ma. 2019. "Analysis of the Reasons and Development of Short Video Application——Taking Tik Tok as an Example." In .
- Yu Han. 2020. "The Frontiers of Society." *Science and Technology* 2: 81–92. <https://doi.org/10.25236/FSST.2020.021113>.